



## **PRESS RELEASE FOR IMMEDIATE RELEASE**

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### **“Gangnam Style” Mania Takes U.S. Pop Culture by Storm** *Viral Hit Fuels Top 2013 Asian Food Trends and Demand for Ramar Foods*

**(Pittsburg, CA)** — The music video for “[Gangnam Style](#)” has reached nearly 700 million views in less than 4 months and is projected to exceed Justin Bieber for the top YouTube video of all time.<sup>1</sup> The quirky song hit No. 1 in almost 30 countries, and climbed to No. 2 on the U.S. Billboard charts. South Korean rapper PSY’s universal hit song has inspired mainstream consumer demands including fashion, television, and even travel itineraries.<sup>2</sup> In addition to the mainstream popularity of “Gangnam Style,” the recent growth of the Asian population has surpassed of the Hispanic population to become the largest immigrant demographic in the U.S. America’s multicultural growth and fascination with Asian pop-culture has reinforced and increased the already high demand for Asian cuisine in the U.S. **Ramar Foods International** ([www.RamarFoods.com](http://www.RamarFoods.com)) is at the forefront of the Asian food movement as the leading manufacturer of packaged Filipino food in U.S. Ramar Foods has stayed loyal to the company’s culture and traditional roots by keeping family, health, natural ingredients and authenticity as their top priority. Ramar Foods’ makes Filipino food delicious and easy with their prepared food line [Kusina](#) which appeals to consumer of all demographics. Welcome the [Filipino Food Movement](#) by adding the Kusina line of all-natural prepared food to become your stores’ next pop sensation.

The [Kusina](#) line includes:

- [Chicken Adobo](#): prepared with all-natural chicken, cane vinegar, soy sauce and spices. All-natural, gluten-free and no MSG added
- [Chicken Lumpia](#): Philippine style chicken & vegetable eggrolls made with a crispy artisan wrapper
- [Lumpia Vegetarian](#): Philippine style chicken & vegetable eggrolls made with a crispy artisan wrapper

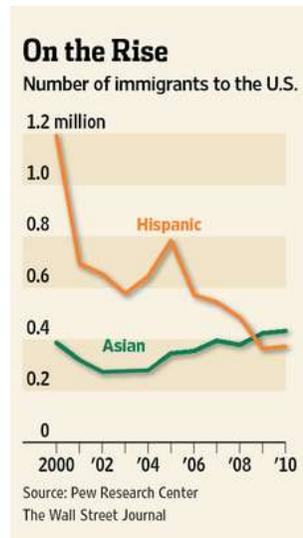
<sup>1</sup> [http://www.youtube.com/charts/videos\\_views?gl=US&t=a](http://www.youtube.com/charts/videos_views?gl=US&t=a)

<sup>2</sup> <http://articles.latimes.com/2012/sep/25/business/la-fi-mo-gangnam-style-products-20120925>,  
<http://blogs.wsj.com/scene/2012/09/17/watch-psy-and-gangnam-style-on-snl-today-show/>,  
<http://www.nbcnews.com/travel/itineraries/how-travel-gangnam-style-996689>



- [Pancit Kit](#): includes everything needed to prepare a gourmet Philippine culinary experience at home: all-natural cooked chicken, prepared vegetables, our secret Pancit Sauce, and even Calamansi (Philippine Lime). Just add noodles.

Asian food has been projected to be a top consumer trend for 2013 by major media including the New York Times and Huffington Post.<sup>3</sup> U.S. food industry insiders are projecting that Asian cuisine will reinvigorate flat segments like frozen heat-and-serve convenience meals<sup>4</sup> and offer a fresh take on American comfort food.<sup>5</sup> According to the International Dairy-Deli- Bakery Association™ (IDDBA) trends report, “What’s in Store 2012,” 60-percent of shoppers are eating in more often. Asian prepared dishes are desirable for enhancing the at-home dining experience; creating a phenomenon the IDDBA calls the “professionalization of the amateur” home cook. The overall success of ethnic food sales is on the rise, “with a 7.4 percent jump in sales in 2010 to represent 13.1 percent of all retail food sales” according to the National Association for the Specialty Food Trade (NASFT).<sup>6</sup> Additionally, all-natural, ethical, green packaging, gluten-free and generally healthier-for-you product claims continue to influence buyer’s decision.



In addition to U.S. consumers seeking a culinary adventure through ethnic food, there is a growing population of Asian immigrants entering the U.S. in recent years, seeking the comfort food of their homeland. According to “The Rise of Asian Americans,” a study released by the nonpartisan Pew Research Center, “The number of Asians in the U.S. quadrupled between 1980 and 2010 to about 18 million, or 6% of the total population.”<sup>7</sup> Retailers and distributors are excited about the sales potential of the Asian food movement in the upcoming year and are teaming up with Ramar Foods for a successful 2013.

### About Ramar Foods International

Ramar Foods International is the leading producer of Filipino foods in the United States with eight gourmet brands and over 100 products offering a comprehensive experience of *The Flavor of the Philippines*. The line of premium brands began in 1969, when Maria and Ramon Quesada created a small family business known as Orientex, and began selling Filipino handicrafts at the San Jose flea market in California. Within a few short years, Orientex developed into a storefront location in Mountain View, California selling tropical ice cream under their now famed

<sup>3</sup> <http://www.qsrweb.com/article/202697/2013-food-trend-predictions-begin-trickling-in>

<sup>4</sup> <http://www.progressivegrocer.com/inprint/article/id2993/better-bites/>

<sup>5</sup> [http://www.gourmetretailer.com/top-story-profiles\\_trends-top\\_food\\_trends\\_in\\_2013\\_study\\_-10842.html](http://www.gourmetretailer.com/top-story-profiles_trends-top_food_trends_in_2013_study_-10842.html)

<sup>6</sup> [http://www.gourmetretailer.com/top-story-profiles\\_trends-study\\_consumers\\_pare\\_purchases\\_focus\\_on\\_healthful\\_foods-10539.html](http://www.gourmetretailer.com/top-story-profiles_trends-study_consumers_pare_purchases_focus_on_healthful_foods-10539.html)

<sup>7</sup> <http://online.wsj.com/article/SB10001424052702303379204577474743811707050.html>



Magnolia brand. Today, Ramar Foods International manufactures in California and Hawaii including the brands: Orientex, Magnolia, Frescano, Pampagna's Best, Manila Gold, Bestaste, Turo-Turo Gourmet and Kusina. Ramar Foods International is recognized as an industry leader through over 40 years of experience using the highest quality ingredients and time-tested family recipes; as well as for pioneering the Filipino Food Movement into mainstream channels. With distribution in national, specialty, and Asian grocers nationwide, Ramar Foods International's family business continues to serve as a destination to *The Flavor of the Philippines* in home kitchens across America daily. For more information about Ramar Foods, visit [www.RamarFoods.com](http://www.RamarFoods.com).



For product samples, press materials, or further information, please contact Leigh-Anne Anderson at 805-969-3744, or [LAnderson@christiecomm.com](mailto:LAnderson@christiecomm.com).

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